

Lauren Campbell

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EDUCATION

Gonzaga University, 2013, Honors, cum laude

Bachelor of Business Administration (Marketing Concentration)

Bachelor of Arts in International Relations

EXPERIENCE

Public Relations Coordinator, AmericanWest Bank, Sept. 2014 – present

- Manage employee communications, writing approximately four articles per week
- Coordinate and write new hire press releases
- Manage marketing inventory for entire bank footprint, including 98 branches in 5 states
- Assist with public relations through merger with Banner Bank

HR Coordinator, Williston Holding Company, May 2013-June 2014

- Managed payroll, including child support, taxable fringe benefits and other garnishments.
- Gathered financial records and organized for audit.
- Managed Accounts Payable records.
- Helped manage two restaurants and open two more in Williston, ND oil field.
- Created basic websites and social media presence.
- Hired as intern and then moved to full-time based on performance.

Editor-in-Chief, Gonzaga Bulletin, Aug. - Dec. 2012

- Brainstormed, assigned, edited, wrote and assisted with articles. Designed pages.
- Hired, managed and coached staff of 40+ writers, editors and photographers in writing and layout.
- Doubled social media presence and created blog connected to the newspaper.
- Redesigned paper for Fall 2012.
- Previously served as Assistant Managing Editor, News Editor and Staff Writer. Later Design Editor, overseeing all layout and special design features.

Student Editor, Gonzaga Magazine, Sept. 2011 – May 2013

- Wrote and edited for quarterly alumni magazine of Gonzaga University. Asked to write after graduation in freelance capacity.
- Wrote a variety of content, ranging from short profiles to feature articles on a wide spectrum of topics.
- Created content to help alumni retain a connection with their alma mater and encourage giving.
- Assisted with marketing of campus events, specifically those related to 125th anniversary.

Marketing Intern, Valleyfest, Jan. - May 2011

- Created social media presence for community festival.
- Developed user-friendly park map and event guide.
- Marketed event through existing publications.

Copy Editor, Spokesman-Review, May-Sept. 2012

- Edited articles written by Associated Press and Spokesman-Review staff writers for grammar and clarity.
- Wrote headlines and designed pages.

SKILLS AND QUALIFICATIONS

- Proficient in AP Style, Spanish, and computer programs including ADP Payroll Services, SharePoint, Word, Excel, PowerPoint, InDesign, iMovie, WordPress and PhotoShop.